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SHREE DAMODAR COLLEGE OF COMMERCE AND ECONOMICS
T.Y.BBA (FS) SEMESTER V

SEMESTER END EXAMINATION, APRIL 2017

SOFT SKILLS - IV

DURATION: 1 Hour

Maximum Marks: 30

Instructions:

- i. All questions are compulsory.
- ii. Figures to the right indicate full marks.
- iii. Begin each question on a new page.

Q.1.A. You are a sales executive for Red Inc. You are telephoning a client (05)
who you think might be interested in buying your new line of office supplies.
Draft a telephone conversation for the following.

Q.II.A. Draft a press release of the student council inaugural function (05)
held at your college.

Q.II.B. Create a display advertisement for a trendy mobile cover. (05)

Q.III.A. Answer any three of the following questions: (3x5=15)

- (i). Write a short note on instant messaging .
- (ii). Disadvantages of Email .
- (iii). Importance of video conferencing .
- (iv). Rules of netiquette .